No. 39 of a Series

Why You Should Do Business In Appomattox During 1955

Listed below are some of the reasons why we invite you to do business in Appomattox during 1955.

FIRST, we think local firms merit your trade on a pure competitive basis. Local stores carry the same national brand names of merchandise as large city stores, or mail order houses. Local prices are in line. Many nationally known brands are fair trade items, and sell at the same price everywhere. When you buy locally, you can see the product before you decide . . . you save postage, money order and other costs . . . plus the very considerable item of loss of time, travel to the city and wear and tear on car and patience. So . . . from the sheer angle of competition, you can do better right at home.

SECOND, have you ever stopped to consider what local business contributes to the operative costs of your community . . . local taxes which build civic improvements and maintain costs of local government. In addition to the usual property taxes your home businessman pays a number of local licenses and taxes and his contributions help keep public services going.

THIRD, the people employed by home town business places are important in the economic life of the community. Their pay checks are a big factor around town. Local industry thrives on local support. Local labor and local business are a team to generate local prosperity. You help provide local jobs for your neighbors when you support local business.

FOURTH, when you spend your money away from home, you help some other town grow. That is all very well, for we have nothing but the kindest feeling to every town and city in all America and we are happy to see any one of them prosper. But there is a responsibility of local government and local institutions such as schools, churches, etc., that many of us feel should be borne locally. The only way that can be done in the American tradition, is for local people to solve their own problems and work together for their community good.

FIFTH, the local business man is your neighbor and knows your needs. You can talk things over with your local banker, your local building dealer, your local hardware man, your local automotive dealer, your local timber dealer, your local telephone man, your local furniture dealer, your local farm supply dealer, etc. . . . knowing that they have made a study of your needs and can give you sound counsel. Have you ever tried writing a distant firm to send a man down to advise you about cutting some timber on your property . . . to endorse your note or tell you how to get the crabgrass out of your lawn? Local businessmen cheerfully render service in their lines and want you to look upon their clerks, managers and owners as friends.

SIXTH, Appomattox is a growing town because so many have found it profitable to trade here . . . to provide local jobs and maintain community life. We invite you to join the trend! Do Business in Appomattox in 1955.

This Community Message Sponsored by the following "Growing With Appomattox" firms and institutions, as a public service

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RK PROGRESSING
TUNNEL-BRIDGE LINK
HAMPTON ROADS

"artificial" islands are being cted in the waters of Ham- oads as work progresses on t phase of a $58,500,000 tunnel system which will Hampton and Willoughby

islands, which are being built oil dredged from the river will be used as portals for rth and south ends of the portion of the project, which uire about three years to e.

north island, just offshore Point Comfort, is well above evel and is expected to be ed in about six months. Ap- tely 12 months will be re- to finish work on the south near Willoughby Spit.
completed the two islands e to a height of 11 feet a- ean sea level at each end of derwater tube. Bridges will the Hampton and Willough- s with the two islands.
construction is being done a $19,050,461 contract a- by the State Highway Com- late last year to Merritt- n and Scott Corporation, of ork, which let subcontracts dredging operations.
highway officials said steel are now being fabricated for nel part of the project. Twen- massive sections of double- eel tube casing, each approx- 300 feet long, will be used structing the tunnel. Each with its inner ring of con- will weigh about 12,000 tons arable to the weight of a U. y cruiser.
giant casing will be floated ace in sections and then sunk cked in a deep trench dredg- oss the river bottom. Con- will be placed underwater a- the tube, which will then be with a layer of earth. The will have a 23 foot, two- adway and will be 113 feet the surface at the deepest

approach trestle leading Willoughby Spit to the south island will be about 6,110 ng. The other, from the north near Hampton to the north will be about 3,250 feet in

Hampton Roads project is be- anced from a $95,000,000 toll e bond issue, which also is used to build the Rappahan- River bridge between Greys and White Stone and to re- existing toll facilities.

GINIANS COULD
NK MORE MILK

ginians don't drink enough That's the agreement between onists and economists at VPI. eport of limited survey by M. ner, associate agricultural ec- st at VPI, shows that the ur- pulation of the State consume average not more than a half- f fluid milk and cream per day rson.
the high consuming markets United States, each person nearly one pint per day. This Virginians drink about 10 s less per person than people in the Northeast, North Cen- or West. Other southeastern are in about the same boat Virginia.
ner says the estimates of milk nption vary widly between ts within Virginia. For the sev- rkets for which data were ob- , consumption estimates ran about 1-4 pint to 3-4 pint per er person. Current advertising romotional programs are aimed sing these levels of consump- If Virginians drank as much s the several other areas men- , it would provide a market 25 to 30 percent expansion in tion of fluid milk in the state.

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Chick Chats

The main reason for the success of keeping layers in cages is that culling is carried on continuously, not that birds produce better. The cage operator has the day-to-day egg yield of each bird.

Such strict culling is not possible with the average producer. He doesn't have the sure-fire method of determining each bird's daily output nor does he have pullet replacements ready at all times. But the average producer can benefit by a greater effort to eliminate poor birds.

The loafing hen is a drain on the poultryman's purse. Hens that cannot be brought back into production should be removed from the flock. Some operators keep two crates for culls—one for birds that obviously must be sold and another for birds that show signs of coming out of the slump.

Observe Birds

Good poultry raisers have a number of ways to spot cull hens. Hens that do not appear eager to eat, hens with soiled vent feathers and birds that linger on the roost are among those under suspicion .Some time each day must be spent observing the flock to detect these birds.

It's a good practice to have a number of catching hooks located about the house. Thus, when a suspect is spotted(she can be caught quickly and the operator can set about determining why the bird is acting that way.

Chicks, too, should be culled .. even during the first few weeks. Runty chicks take up space and eat feed same as the other chicks, yet they cannot develop into good birds. Runty chicks are also more susceptible to disease.

Check Laying House

A poultryman should first look for conditions within the laying house which may be causing discomfort among the birds. Chills, dampness and drafts are often responsible for laying slumps.

Inadequate waterers are often the cause of flock irregularities. Birds won't walk very far to drink. Inadequate feed may be at the base of the trouble. Loafing birds should get plenty of grains high in fat content.

When a poultryman is convinced that the feed or his management is not to blame, he should act at once to get rid of the culls. There's no room in profitable flocks for a hen that doesn't lay eggs.

STATE SEED MEETING
PLANNED IN RICHMOND

More efficient use of seed, which could add several million dollars to Virginia farmers' annual income will be discussed at the second state wide seed meeting in Richmond on January 26.

W. W. Lewis, agronomist at VPI Agricultural Extension Service, says farmers, seed growers, members of the Virginia Crop Improvement Association, and others, are being invited to attend.

Sponsors of the meeting, in addition to the Extension Service and the Crop Improvement Association include the Virginia Seedmen's Association, Seed Stocks of Virginia, State Department of Agriculture, and the State Certified Seed Commission.

SECOND INTERNATIONAL
AZALEA COURT APRIL 19-24

Norfolk's Second Annual International Azalea Court will be held April 19 through April 24, 1955, J. Hoge Tyler, III, president of the Norfolk Chamber of Commerce, which sponsors the event, announced this week.

Mr. Tyler said that a general chairman of the event and a complete committee setup will be announced in the next few days.

James J. Gara was the general chairman of the First Annual International Azalea Court held last spring. The event, pronounced a great success, featured a coronation ceremony in which Miss Patricia Ann Priest, daughter of Mrs. Ivey Baker Priest, Treasurer of the United States, was crowned as queen by Admiral Lynde D. McCormick, then Supreme Allied Commander, Atlantic. In Miss Priests's court were eleven young ladies from the embassies of the NATO nations of Belgium, Canada, Denmark, and France, Great Britain, Greece, Italy, Portugal, Turkey, Luxembourg and the Netherlands. The only two absent were Iceland, which had no girl available, and Norway, which was forced to withdraw its girl because of the death of Crown Princess Martha. In addition, 30 girls from local high schools served as maids of honor.

Although no definite committment will be made until a new chairman has been named, it is believed that the coronation ceremony will be repeated this year with the NATO nations again represented.

Stonewall

Stonewall, Jan. 25.- It seems we are having snow and bad weather aplenty all January. Hope all the ground hogs will stay in this year and we will have pretty weather for February.

Sorry to hear Mr. Ed Perdieu and Jack Caldwell Jr. are both sick. Hope they will soon be up and around.

The Rev. F. J. Wingfield preached at Bethel Church on Sunday morning at 10 o'clock. There will be service at this church next Sunday morning by a new speaker. Everyone is invited to be present.

Rev. W. M. Black preached at Hebron last Sunday morning, and he with his daughter, Miss Mary Rives Black were dinner guests in the Davidson home.

Mrs. R. H. Thornhill has returned home after a week's visit with her daughter, Mrs. Floyde Weidman and her family at Waynesboro.

Mr. and Mrs. Irby Wheeler spent part of last week in Richmond with their son, Robert Wheeler and his family. They also visited Mrs. Wheeler's sister, Mrs. Sep. Spencer and her family in Petersburg on their way home.

Mr. and Mrs. Henry Beard and son, Lawrence, spent Sunday with her parents, Mr. and Mrs. E. L. Chick.

Mr. and Mrs. Lyle Moore, of Concord visited his parents, Mr. and Mrs. Melvin Moore on Sunday.

Quite a few from here attended the third quarterly conference at Mt. Comfort last Monday night. Good reports were given by all four churches on the Circuit. Rev. F. J. Wingfield is pastor of these churches.

Mr. and Mrs. W. W. Paulette, of Drakes Branch spent Sunday with her parents, Mr. and Mrs. C. M. Caldwell.

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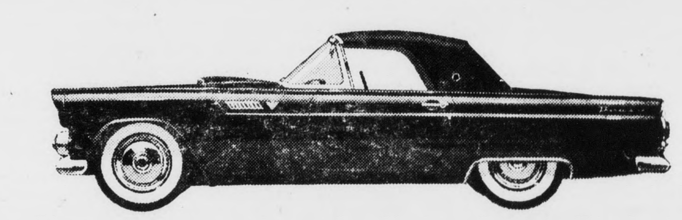

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THUNDERBIRD STYLING!

Run your eye over the '55 Ford's long, low lines. Note the wrap-around windshield, the massive grille, the treatment of head lights. They're "years-ahead" features inspired by Ford's fabulous Thunderbird.

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Step inside. You'll see thrilling new uses of color . . . new upholsteries, many of which make their first appearance in any car . . . a new Astra-Dial Control Panel . . . and other smart appointments tastefully blended into a delightful "luxury lounge" on wheels.

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Your Test Drive will show you the most exciting response *ever* in a car in Ford's field. You'll enjoy that comfortable feeling of security Trigger-Torque power gives you in traffic. And you'll enjoy the confidence of power-to-spare when passing on the highway. You'll find Trigger-Torque power can actually obey your commands quicker than you can wink.

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You'll discover that rough roads are "velvet-cushioned," smooth roads seem to become far smoother, and all handling is of extraordinary ease. That's because Ford's advanced Ball-Joint Front Suspension brings you a new Angle-Poised Ride. But this is only the beginning of the news you'll learn when you Test Drive the '55 Ford.

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